

TITLE: **The Business Purpose of FIS**

AUTHOR: Galen Tromble, NMFS Office of Sustainable Fisheries

PRESENTER: Galen Tromble

OBJECTIVE: To present a perspective on the business purpose of FIS from the viewpoint of a fishery manager and regulator.

ABSTRACT:

Data and information about the fishery and its participants are essential to sound management and effective regulation of U.S. fisheries. Legitimate and important business purposes for information exist at all levels of the agency. Deficiencies in fishery information are easy to identify, but hard to fix. Efforts to improve the system require a clear vision of the end goal and a long-term perspective and commitment. Understanding the business purposes of fishery data and information is essential to implementing an effective FIS.